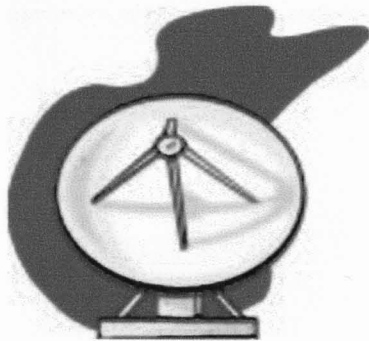


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Serving South Carolina through the Public Library Satellite Network: A review and analysis of the SC Partnership for Distance Education, SCETV, and the South Carolina State Library's Satellite Downlink Installation Project



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S. C. STATE LIBRARY

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State of South Carolina

Serving South Carolina through the Public Library Satellite Network: A review and analysis of the SC Partnership for Distance Education, SCETV, and the South Carolina State Library's Satellite Downlink Installation Project

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Serving South Carolina through the Public Library Satellite Network: A review and analysis of the SC Partnership for Distance Education, SCETV, and the South Carolina State Library's Satellite Downlink Installation Project

Introduction

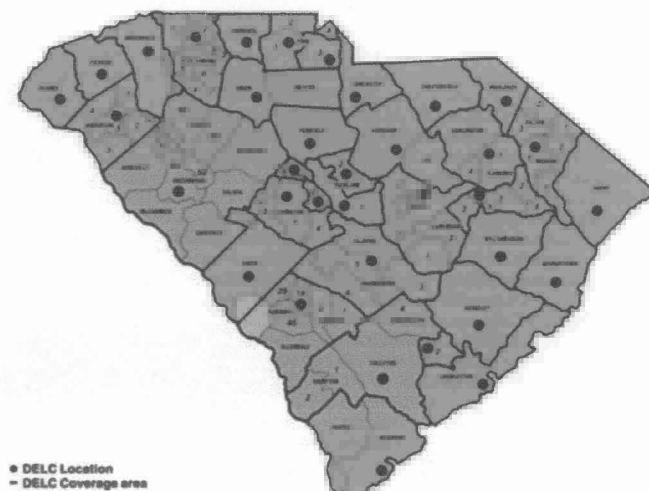
During the 2002-2003 state fiscal year, I approached the South Carolina Partnership for Distance Education with a grant proposal to have SCETV satellites installed in seven (7) geographically selected public libraries. As a member of the Partnership's executive board representing public libraries, and as the former continuing education coordinator for the South Carolina State Library, I made the case that more citizens statewide would have more hours of access to public facilities with open access to satellite programming. The Partnership (see <http://www.sc-partnership.org/>), which is a voluntary, collaborative organization with the purpose of increasing access to education for all the state's citizens through the use of technology, funded and installed SCETV satellite receivers at selected public library outlets throughout the state (see <http://www.state.sc.us/scsl/lib/satellite.html>).

The Partnership is a consortium of public and independent higher education institutions, preK-12 school districts, public libraries, governmental agencies, businesses, industries, and health care organizations, all of which are involved in developing and utilizing distance education courses. The new digital capabilities allow all of the partners to better share resources through a "PreK- Lifetime" approach.

This approach to supporting the citizens of this state through equitable access to distance education by satellite initially proved quite useful. Citizens at some of the new locations have taken distance education courses in various academic and continuing education topics for degree and non-degree programs through the University of South Carolina. Additionally, through the DESC.info web site, state government employees can locate health and medical training opportunities (mostly available via satellite), and PreK-12 Educators can locate educational continuing education opportunities. Mrs. Carolyn Holderman, Director of Higher and Medical Education at SCETV, along with the assistance of Mrs. Kathy Finger, SCETV Information Resources Coordinator, provided a great deal of input and assistance to the public libraries as well as myself, on the selection and installation of the satellite downlinks.

The Library Development staff at the South Carolina State Library provided initial input as to the geographic selection of downlink sites throughout the state. This process

involved the selection of seven (7) public libraries taking into account population size, proximity to current SCETV Distance Education Learning Centers (see map), meeting room facilities, wiring and physical layout concerns, proximity to University of South Carolina branch campuses, and local staff members available to provide assistance to patrons who might use the service.



After all of the satellite downlinks were installed, an initial orientation and organizational meeting took place at SCETV Telecommunications Center in Columbia on August 29, 2003, from 1:00 pm to 4:00 pm. This session provided satellite downlink recipients with an afternoon of instruction in the uses of the SCETV satellite downlink system. This organizational meeting provided attendees the opportunity to not only meet one another but also meet staff members of SCETV to discuss common concerns and logistics with staff members from the South Carolina State Library. Agenda items included:

- Downlink scheduling information,
- Adult & youth programming options,
- How to get the word out,
- Collaborative aspects with local groups, businesses, etc.,
- Develop a contact and contact backup person at each location,
- Development of web site to feature all Public Library downlink locations,
- Importance of developing a scheduling and/or planning calendar & tracking use statistics,
- Importance of factoring in the use of your satellite downlink into current meeting room guidelines, and
- a Brief tour of SCETV (see appendix B).

Purpose of Project

The original goal of the public library constituency group of the South Carolina Partnership for Distance Education was "... to create and successfully implement a network of ETV Satellite Downlink locations at South Carolina Public Libraries" (see appendix B). Additionally, the South Carolina State Library's 2002-2005 Strategic Plan, section D. ACCESS TO INFORMATION, "The South Carolina State Library believes that all citizens regardless of their location or means should have access to library and information services." Therefore, the purpose of this project is twofold: first, this project report will provide documentation from the initial stages of installation and training regarding the satellite downlinks to the present perceptions and uses of the technology. Second, this project will ask the question, "How do staff members at public libraries who administer and oversee the operation of the SCETV satellite downlinks feel about downlink use, promotion, and available distance education opportunities?" through the use of a survey instrument specifically created to look at the areas of record keeping, downlink use, physical location of downlink, technical support, training, and promotion of use.

The central hypothesis is that due to lack of publicity training, small amounts of technology training, and additional operational funds, public libraries in South Carolina that received free SCETV satellite downlinks feel as though they are not able to provide adequate service to their communities that involve the use of satellite downlink technology. The population for the survey consisted of the seven (7) public libraries that received the downlinks plus five (5) additional libraries already implementing this technology.

The methodology for this project consisted of a combined quantitative and qualitative open-ended survey (see appendix C) which was emailed to all public library satellite downlink contacts as well as public libraries that have the same technology and equipment but were not funded by the grant. This total is 12 public libraries (excluding the Richland County Public Library which does maintain satellite downlink technology but does not currently make it available to its patrons). The response rate of the survey was 83% with ten of the 12 libraries responding.

The data analysis of the survey responses will provide respondents as well as the South Carolina Partnership for Distance Education, South Carolina State Library, and others who may be interested with information and ideas to be able to successfully replicate this type of public library service in other communities and states nationwide.

Review of the Literature

The use of satellite downlink technology in public libraries was first proposed in research conducted by Susan K. Martin (1978) for a paper presented at the Annual Library Systems Conference in Albany, New York, March 1-3, 1978. Her work titled, "Technology in Libraries: 1960-2000" was important in that it began to look toward the future of new technologies used by libraries. These technologies are now somewhat dated, however, her tremendous forethought included satellite technology. She uniquely, and somewhat accurately, foretold of the importance of including computers, minicomputers, photocopiers, audiovisual equipment, videocable, and satellite in public libraries. Martin specifically identified the importance of satellite technology in libraries by stating:

Also a recent focus of a section within ALA, videocable technology promises much for the future. Those libraries which are able to establish videocable programs have sponsored a wide variety of events, from televised story hours, to community events, to on-demand televised reference service. Satellite and microwave transmission are of concern in this area, as well as the federal regulations which govern the air waves (p. 12).

Martin also stated that "continuing education for librarians and education for library patrons are important for the acceptance of future developments in library technology" (abstract). She accurately addressed what is still quite precise in today's technology-driven libraries: library staffs should take continuing education seriously and supervisors should actively promote staff development and training opportunities in the area of technology for the library's workforce. If libraries are to stay ahead of the technology curve and "ride the wave" of technological advances, they must test, implement, and study its usage on a regular basis. Additionally, Martin addressed the importance of planning for future changes and the education of library funding agencies at the state, regional, and national levels. At the time this paper was written, Martin thought that "our governing agencies, unfortunately, still largely see librarians as those who check out books" (p.12). She continues by asserting that it is the librarian's job to inform these agencies and the general public "of the need for additional funding, additional technologies, and additional services, to give vital support to an increasingly information-dependent society" (p.12).

Only a short four years later, an article was published in the journal *Information Technology and Libraries* titled, "First Public Library Satellite Receiver System." The author

of this article stated that the Lake County Public Library in Merrillville, Indiana, became the first public library in the country to "install its own satellite receive system" (Donaldson p. 327). The article addresses similar concerns forecasted by Martin in 1978 yet more specifically points out the importance of understanding the jargon used by those who work more closely with technology. The article introduces the acronym TVRO which stands for television receive only. It also addresses the importance of understanding the differences between a satellite uplink and downlink. Donaldson (1982) states that, "an *uplink* is a satellite system or site that sends signals or programs up to the satellite, which then beams the signal back to Earth to a site called a *downlink*, or TVRO" [emphasis in original] (p. 328). The author continues to address the differences in pricing of uplink versus downlink technology. Since "uplinking" consists of broadcasting programs, the cost is much higher than simply "downlinking" them; therefore libraries should understand this important difference before exploring the technology.

Donaldson (1982) also addresses the future of the technology in a more specifically related direction toward satellite technology than Martin (1978) while still addressing the importance of education. Donaldson states that patrons were already beginning to inquire about other possible uses for the satellite downlink technology not only from those with an interest in the area of personal entertainment, but also those who "are anxious to take advantage of the vast educational opportunities..." (p. 331). The author specifically addresses the important uses of the technology:

Language teachers are requesting time for students to view programs from foreign countries and hear the languages being studied. Adults are asking to use the new service for both university courses offered for credit and vocational instruction and training (p. 331).

Amdursky (1985) addresses the opportunities provided by the use of satellite downlink technology in public libraries in his *Library Journal* article, "Dishing It Out: Satellite Services in Public Libraries." The author looks closely at the uses of satellite technology at the Bloomington (IN) Public Library which installed its first satellite dish in the fall of 1984. According to Amdursky, the library "wanted to provide opportunities for educational and intellectual growth" as a response to studies such as the popular, *A Nation at Risk* (p. 49). In this response, the installation of a satellite dish was viewed as "one way to merge new technologies with traditional library values, and constructively address valid educational issues" (p. 49). Amdursky also made the interesting literary analogy to the Lord of the Rings trilogy when discussing the satellite installation process, "The purchase and installation of a

satellite dish is far less involved on paper than in actuality. There were times . . . staff were reminded of Bilbo Baggin's definition of an adventure: '. . . Nasty uncomfortable disturbing things! Make you late for dinner!'"

Over the course of the literature review on satellite technology use in American public libraries, the trend in addressing continuing education opportunities is interestingly and rightly prevalent. This prevalence asserts that satellite downlink technology in public libraries afford that library's community with many educational opportunities. As in South Carolina, the use of satellite downlink technology for educational purposes is addressed in the survey results section.

Project Development and Implementation

This CPM project evolved from the original partnership among the South Carolina Partnership for Distance Education, SCETV, and the South Carolina State Library to provide grant funds, technical, and training assistance to geographically selected public libraries in South Carolina. A little over \$21,000.00 funded the seven (7) public library satellite downlink locations in Chester, Colleton, Georgetown, Hartsville, Laurens, North Augusta, and Hilton Head (see appendix A).

After all site installations were complete, a Public Library Satellite Downlink Network organizational meeting took place. The seven (7) library grant recipients and libraries with current satellite downlink technology were invited. The additional libraries that currently had satellite downlinks are: Anderson, Charleston, Dillon, Greenville, Richland, and Spartanburg county libraries (see appendix B).

The next step in this process consisted of a follow-up mailing to all public library satellite downlink sites to gather accurate information to create a downlink web page to list all available hours of operation and availability, contact information, and locations statewide (see <http://www.state.sc.us/scsl/lib/satellite.html> and appendix D).

Later in the fiscal year 2002-2003, I worked closely with Mrs. Carolyn Holderman of SCETV to create and broadcast a one hour training session for all public library satellite downlink sites (see appendix E and F). The training consisted of focusing mainly on how to use the satellite downlink basic operations, programming options, and additional programming resources and information. Web site links were also provided as a reminder of how to contact technical support, other public library downlink sites, as well as a link to a county by county listing of downlink sites at other agencies and educational institutions.

Later, through the use of a Listserv® created by staff at the South Carolina State Library, contacts at each public library downlink site were able to contact each other electronically and share information as needed. The Listserv® also currently serves as a mechanism for distribution of information from the Partnership, SCETV, the State Library, as well as others interested in communicating programming availabilities (see sample in appendix H) and related information to all downlink sites at public libraries simultaneously (see appendix I).

During fiscal year 2003-2004, a survey was created to look closely at satellite downlink record keeping, downlink use, physical location of downlink, technical support, training, and promotion of use (see appendix C).

Survey Findings

Survey response rate was a high 83%; however, the population was 12 with ten responses. The survey was created with this population size in mind with consistent availability for open-ended qualitative responses. I have met each respondent and was able to contact them directly to administer the survey and ask for any additional feedback as needed. Responses came from the public libraries downlink sites in Anderson, Charleston, Georgetown, Colleton, North Augusta, Hilton Head, Spartanburg, Hartsville, Greenville, and Chester. Please note that the compilation of survey responses is not included in the appendix as all responses are summarized and reported in this section in their entirety.

The first set of survey questions addressed basic set of respondent information which included updated contact information, date of downlink installation, and downlink funding information. Some respondents had no recollection of the exact date their downlink was installed, however, installations took place between 1996 and 2003. The majority of installations took place in 2002 with five libraries reporting this date. Four of the respondents did not receive a special Partnership grant to fund the downlink installation. One library received its downlink system through the University of South Carolina Office of Distance Education (DEIS) and two received theirs as a part of a new building plan.

The next section of the survey addressed record keeping. The majority (7) of respondents are not keeping any records of satellite downlink use. It is the hope of this researcher that this question prompted respondents to implement some form of record keeping reporting statistical usage. One library reported using a semester-based class schedule to keep records, one reported using a hand tally sheet, and one library reported

that use is recorded in their database for staff and an online calendar system. Regardless of the system used, it is important that libraries keep records of downlink use to be able to plan for future use and ways to improve use. An approximation of use by respondents resulted in 8% showing 0-5 individuals using the downlink in the period from July 1, 2002 through June 30, 2003, 50% showing 6-15 individual users, 8% showing 16-25 individual users, 8% showing 51-100 users, and 8% showing more than 100 users.

Actual downlink use was reported by respondents in categories of "used for/by" USC Students (for credit courses), 50%, other higher education students (for credit courses), 17%, continuing education, 17%, adult programming, 17%, children's/youth services programming 0%, teacher certification, 8%, business & industry (local) 0%, and other. The other category reported use by library staff and county employees, staff training, and partnering organizations. Clearly the most use of all downlinks sites was by USC students viewing for credit courses.

Also within this section of the survey, a question was asked which directly related to the one hour broadcast training session. During the training session, I repeatedly mentioned that copyright free programming could be taped by library staff and used at a later time for programming purposes. This question's response resulted in only 33% of the respondents taping programming to show at a later date. It is hopeful that this question will also spurn the idea to work around scheduling issues by taping programming and showing it at a later time. This provides the library programmer with ample preparation time to add handouts and provide interaction with the audience during the programming session.

Section four of the survey addressed the physical location of downlinks at public libraries. Sixty-seven percent of the respondents stated a downlink was housed in a main community meeting room. Other locations were reported as follows: board room, 25%, small meeting room, 42%, public area, 17%, children's/youth services meeting area, 17%. Other locations reported were staff conference rooms, a study room, and training lab.

Section five addressed technical support. Adequate technical support was received by 100% of the respondents with additional technical support coming from internal technical support staff and county-wide technical support staff (both 17%). Additionally, one respondent reported receiving technical support directly from the University of South Carolina. Qualitative responses regarding technical support were:

- I called about having trouble recording a broadcast. Technicians came and showed me how to route signals through the VCR and reprogrammed the telephones while they were here.

- SCETV has helped us promptly to reconfigure our television after we have unplugged it for a while.
- Our satellite link was repositioned less than a week after the old satellite went out of commission.
- We've only had a couple of problem times. The statewide issue of the lost satellite link was resolved when a technician came to reposition our receiver. Students have received any help needed when they called in from classes to report viewing problems.
- Carolyn Holderman [SCETV] helped get information and prices for the addition of our 2nd downlink. She also helped get information for a group of Head Start teachers who needed to get a special class.
- SCETV has been helpful in setting up for programs that require redirecting the satellite. They have answered all of our questions and provided an individual to contact so over time we have a working relationship.

The next section dealt with training. Respondents who attended the one hour satellite broadcast on how to use the satellite downlink found the training to be overwhelmingly useful (100%) with one comment being, "it would have been more helpful to have had a group meeting before satellite downlink was installed." Unfortunately this respondent either was not made aware of the broadcast training or was not employed with the library at the time of the session. No respondents provided any suggestions for improvement in the training session content or presentation.

When asked what kind of training respondents would like to see provided for satellite downlink use in public libraries, responses were:

- How to **work with USC students** (for credit courses) 17%
- How to **work with Other higher education students** (for credit courses) 17%
- How to **locate continuing education** opportunities offered via satellite 25%
- How to provide **adult programming** opportunities for patrons 58%
- How to provide **children's/youth services** programming for patrons 50%
- How to provide **teacher certification** opportunities 42%
- How to **work with business & industry** (local) to provide satellite downlink services 42%
- How to **schedule, staff, and plan** for satellite downlink use at your library 25%

These results show that the majority of respondents would first like more information

about how to provide adult programming opportunities and second how to provide children's/youth services programming. An additional comment asked that all of these items listed would be beneficial plus how to use the downlink better for county government staff training and for general information for county officials and county commissioners.

Section seven dealt with promotion. Of the responses, 33% stated they promote the service through local newspapers, 33% use their library's newsletter, 17% use their local radio station, and one respondent (8%) stated they publicize the service through their local Friends of the Library organization. No respondents utilize email, brochures, or direct communication with educational institutions. Two libraries (17%) stated they publicize the service via word of mouth.

Responses to the question, "What kind of promotion do you think SCETV should do about your downlink?" resulted in the following:

- Use PSA's on SCETV Radio and TV and newsletters and to Chambers of Commerce, regional councils of governments, etc., letting potential customers know downlink service is available.
- Because each library is different, I think it would be best for SCETV to supply libraries with a selection of materials from which we could choose, e.g., when the State Library produced the notebook titled "SConnects @ the Library Marketing Manual," I found it to be really valuable. I still use it a lot.
- SCETV should inform state agencies of the availability of public library resources involving downlinks near area offices.
- I think the current campaign to inform schools and other institutions is effective.
- I am not certain what kind of promotion SCETV does, but would be interested in hearing about it.
- Communicate with teachers for in-service credit

When libraries were asked about what kind of promotion the South Carolina State Library should do resulted in the following suggestions:

- Create a sample press kit for libraries to help them promote downlink in their communities.
- Perhaps some uniform in-house flyers to be used by all libraries.
- Just provide list of sites.
- Provide promo for CLIS [SLIS – School of Library and Information Science] classes available.

The last question in this section asked about promotion input from the South Carolina

Partnership for Distance Education. Responses were as follows:

- The Partnership should like the downlink sites as a point of contact for its activities and services.
- The Partnership should information state agencies of the availability of public library resources involving downlinks near area offices. Perhaps in partnership with SCETV.
- Perhaps flyers to parents through school classes (elementary, middle, etc.) would reach more people who would benefit from programs.
- Continue to promote the range of available options that will encourage people to consider libraries as great places to utilize in this way.

Lastly, respondents were given the opportunity to provide additional comments/issues/concerns regarding their satellite downlink. Responses and recommendations are as follows:

- We do not promote to the public because our meeting rooms are booked so far in advance and so often that we do not have availability for the SCETV broadcasts. Our students are unable to use public meeting rooms because of their heavy usage. We book over 200 meetings per month in our three rooms.
- Our major problem was that we had to unplug our television after each use or otherwise it would've been abused or stolen by the public. We now have two new TVs mounted near the ceiling of both our auditorium and our mini-conference room. The county will soon complete the pulling of cable and the provision of new power receptacles. Then, we will be able to keep the sets connected at all times and will publicize the service a lot. At that time, I expect that the public demand for this service will be enormous.
- We are starting out small because of limited hours that the library is open and the small size of the room. We are gradually seeing more use. Thanks for your help.
- I wish to express my appreciation for being able to have this service at our library. One concern is that our first downlink is in our large meeting room. Because of the high volume of usage by area groups, it would not be easy (almost impossible because of scheduling and policy) for an individual to use this downlink. Our 2nd downlink was completed and TV purchased too late to advertise for higher education students to use in the fall of 2003.

Summary and Recommendations

South Carolina public libraries have a unique ability to provide a wide variety of programming and educational opportunities to their patrons and local communities. Public library satellite downlink sites should actively promote the availability of downlink services directly to their communities through more venues. However, funding is always an issue; therefore, libraries should seek low cost methods such as public service announcements and posting web site information to include a link to the downlink network page at <http://www.state.sc.us/scsl/lib/satellite.html>.

The South Carolina State Library, SCETV, and the South Carolina Partnership for Distance Education should also follow through with the attainable suggestions listed in the previous survey responses section to better equip the library community statewide with the knowledge of available services. The suggestion that the State Library provide a promotional guidebook similar to a previous promotional campaign is one idea that is readily conceivable.

Also, the promotion of the SCPLSAT-L electronic discussion group should be utilized more by libraries who are currently and actively utilizing their satellite downlink technology. By sharing programming tips and best practices, library staff members at all locations can learn from one another to provide a higher level of service to their communities.

The South Carolina State Library should take the lead in this endeavor by actively promoting programming ideas to local libraries as well as creating an annual exchange of ideas session held centrally in Columbia for not only satellite downlink sites, but also for those libraries who do not currently possess downlink technology but are interested in pursuing it.

Annotated Bibliography of Consulted Sources

Amdursky, Saul J. **Dishing It Out: Satellite Services in Public Libraries.** *Library Journal* v110 n19 p49-51 Nov 15 1985.

Discusses the installation of a communication satellite dish at the Bloomington Public Library (Illinois). Highlights include rationale for the purchase, uses of teleconferencing, technical questions, interference and licensing, locating the dish, selecting a vendor, equipment and installation, publicity and use of the dish, and plans for the future.

Baron, Matt. **College of DuPage gets 'A' for expansion facilities, academics will see changes.** *Chicago Tribune* August 20, 2003.

Article Text: With an eightfold increase in enrollment in the past three decades, the College of DuPage has been hard-pressed to keep pace with larger, modern facilities. And with its quarterly academic schedule, the college was increasingly finding itself behind the times.

Enter Sunil Chand, who on July 1 became the college's president. Drawing on his experience in leading Cuyahoga Community College District in Ohio, Chand will guide much of the change that is already in motion.

Among other tasks, Chand will lead the Glen Ellyn-based college, 425 Fawell Blvd., as it makes the transition from a quarterly academic schedule to a semester system. In addition, Chand arrived when the college was starting construction approved in a \$183 million referendum last fall.

A homeowner with a property that has an assessed valuation of \$200,000 will pay \$23 more per year to fund the bond issue, said college spokesman Bill Troller.

The approved referendum will help reduce pressure to raise tuition, Troller said. Since the start of 2002, tuition has climbed from \$37 to \$46 per credit hour, he said.

On the same ballot, voters rejected a request for a property-tax-rate increase to pay for staff and other support for the construction. College leaders plan to study other options to generate the money that had been sought in the proposed education rate increase, though a future referendum is also possible.

College of DuPage has come a long way since 1967, when it began by holding classes wherever it could—at junior highs, libraries and learning centers throughout the county.

Donaldson, Marion F. **First Public Library Satellite Receiver System.** *Information Technology and Libraries* v1 n4 p327-31 Dec 1982.

Description of video services at Lake County Public Library, Indiana, highlights the installation of a satellite receiver system and notes funding and justification, components of a satellite system, decisions and sources of assistance, programming available, and future considerations.

Lorek, L.A., **SBC helps St. Mary's open an information technology center for students and the community.** *San Antonio Express-News* August 28, 2003.

Article Text:

A new \$1.6 million SBC Center for Information Technology is set to open at St. Mary's University on Sept. 12.

The 7,750-square-foot center features a teleconferencing auditorium and three classrooms with wireless and wired Internet connections and a satellite TV system.

"It has an academic function but it also has a community outreach function," said St. Mary's President Charles Cotrell.

The center will be used for entrepreneurial courses for the general public, programs for area high school students and teachers and tax preparation courses for the Volunteer Income Tax Assistance Program.

Martin, Susan K. **Technology in Libraries: 1960-2000.** ERIC Document: ED158764

New technologies used by libraries include computers, minicomputers, photocopiers, audiovisual equipment, videocable, and satellite. Cataloging is a major area of computer application, with the MARC (MACHine Readable Cataloging) format developed by the Library of Congress providing batch mode services, and the more sophisticated OCLC (Ohio College Library Center) bibliographic data base providing online retrieval and entry of information for cataloging monographs. The success of OCLC has encouraged establishment of regional library networks, as well as several other online systems, and control of serials and periodicals via computer is now in experimental stages through the CONSER (CONversion of SERials) project.

Minicomputers have been readily adapted to library circulation systems and are widely accepted in public libraries. Online information retrieval, which was initially a tool for special libraries, is beginning to be offered by public and academic libraries, although the expense of such systems usually demand part or full recovery of search costs from the patron and the controversy of fee-for-service vs. no-charge has yet to

be resolved. Continuing education for librarians and education for library patrons are important for the acceptance of future developments in library technology.

Additional resource for public libraries:

How can I view *Education News* -from <http://www.ed.gov/offices/OIIA/television/faq.html>, Frequently Asked Questions—How you can use *Education News*: A television series about ways to ensure children's educational success.

1. **Tune in:** A number of state educational television systems, **Public Broadcasting Service** member stations, and scores of public, education and government access television channels broadcast *Education News* live and rebroadcast it in cities and towns around the United States. Major national cable outlets, including **The Learning Channel** and the **Channel One** networks, also rebroadcast the program. Check local listings for air times or search "viewing options" listed for each broadcast.

If *Education News* does not air in your community, you can call your local cable provider or public access channel to request it. The program is available free to television and cable outlets, including community cable access stations, school board stations, and government and public access stations. Many of these outlets will broadcast or cable-cast *Education News* if a community member requests it. If you need further assistance please contact us at 1-800-USA-LEARN or Education.TV@ed.gov.

2. **Create a "downlink" site:** You can take part in *Education News* as part of an organized group meeting at a "downlink" site. All it takes is for one person to invite the key people in the community, school or neighborhood who care about education, and then to find a site that has a satellite dish.

In most communities, that site will often be a school building. If your local school or school district is not equipped with satellite capability, there are national organizations that encourage their local affiliates to serve as downlink facilities for *Education News*. These include Public Broadcasting System member stations and local chambers of commerce. Other possible downlink sites are public libraries, community colleges, television stations, government offices, businesses, hospitals, hotels, and even private homes with backyard satellite dishes.

Appendix A



EXPANDING THE VIEW™
South Carolina ETV

SCETV, Post Office Box 11000, Columbia, SC 29211
803.737.3447 Fax: 803.737.3435 WWW. SCETV.ORG

MEMORANDUM

To: Dr. Alice Silvian

Kathy Finger

Cc: Bobbi Kennedy

From: Carolyn Holderman

Date: July 10, 2002

Re: Cost of the Library Satellite Installations

6 Libraries have been installed:

Chester County Library	\$2833.86
Colleton County Library	\$2833.86
Georgetown County Library	\$3057.16
Hartsville Branch	\$3133.86
Laurens	\$3033.86
Nancy Carson(N. Augusta)	\$3133.86

Total **\$18,026.46**

There is sufficient funding for the Hilton Head Library, but because of the town zoning restrictions, we are still working on this installation.

Appendix B



Appendix B: Public Library ETV Satellite Downlink Network Organizational Meeting

The South Carolina State Library in cooperation with SCETV and the South Carolina Partnership for Distance Education will provide you an afternoon of instruction in the uses of your ETV Satellite Downlink. This organizational meeting will provide you the opportunity to not only meet one another but also meet staff members of ETV to discuss common concerns, etc.

Libraries Currently with Downlinks:	Libraries with Newly Added Downlinks (Partnership for Distance Education Grant)
<ul style="list-style-type: none"> • Anderson • Charleston • Dillon • Greenville (September) • Richland • Spartanburg 	<ul style="list-style-type: none"> • Aiken – N. Augusta Branch • Beaufort – Hilton Head Branch (pending site survey) • Chester • Colleton • Darlington – Hartsville Branch • Georgetown • Laurens • Future grant recipients from other funding sources: Williamsburg and Kershaw – Elgin Branch

As Continuing Education Coordinator and Public Library Constituency Committee Chairperson for the South Carolina Partnership for Distance Education, it is my pleasure to invite you to this meeting. The Goal of this constituency group has been "... to create and successfully implement a network of ETV Satellite Downlink locations at South Carolina Public Libraries."

What: Public Library ETV Satellite Downlink Network Organizational Meeting
 When: August 29th from 1pm to 4pm
 Where: SCETV Telecommunication Center, 1041 Key Road, Columbia.
 Directions: <http://www.scetv.org/AboutETV/directions.shtml>
 Map: <http://www.scetv.org/AboutETV/images/map2etv.gif>

We will be operating on a tentative agenda that will include:

- Downlink scheduling information
- Adult & youth programming options
- How to get the word out
- Collaborative aspects with local groups, businesses, etc.
- Develop a contact and contact backup person at each location
- Development of web site to feature all Public Library downlink locations
- Importance of developing a scheduling and/or planning calendar & tracking use statistics
- Importance of factoring in the use of your satellite downlink into current meeting room guidelines
- Brief tour of SCETV

TO REGISTER: Email Curtis Rogers (curtis@leo.scsli.state.sc.us) with name(s) of attendees NO LATER THAN August 22nd.

Appendix C

Satellite Downlink Survey of SC Public Libraries

This survey is designed to gather pertinent information regarding your public library's satellite downlink. The SC State Library provides a web page listing the downlink locations, hours, and contact information [<http://www.state.sc.us/scsl/lib/satellite.html>]. There is no formal or consistent mechanism in place for public libraries with satellite downlink systems to keep track of use or promote the service. Use of the systems is varied from little to regular. The results of this survey will provide information that will help the South Carolina State Library and the SC Partnership for Distance Education understand more about how the downlinks are being used and what kinds of assistance the South Carolina State Library and SCETV can provide. **YOUR RESPONSES ARE IMPORTANT!** Please take 15-20 minutes to respond to this survey and return it by OCTOBER 14, 2003 to:

Dr. Curtis R. Rogers, Director
Division of Statewide Library Services
South Carolina State Library, POB 11469, Columbia, SC 29211
phone-803.734.8928 fax-803.734.8676

1. RESPONDENT INFORMATION

Library Name: _____

Library Address: _____

Site contact person: _____

Contact Phone (and best time to call for follow up): _____

Contact Email: _____

Hours of operation/access to satellite downlink: _____

1. When did you receive your satellite downlink?

Month _____ Year _____

1.5 Did you receive your satellite downlink from the SC Partnership for Distance Education Grant?

Yes _____ No _____

1.6 If No, how did you receive your satellite downlink?

___ part of new building plan
___ outside group funds
___ other _____

2. RECORD KEEPING

2. Are you keeping records of its use?

Yes _____ No _____

2.5 If yes, please attach an example (e.g. spreadsheet, tally sheet, sign-in sheet, etc.).

2.6. In the period from July 1, 2002 - June 30, 2003, approximately how many individuals used the satellite downlink?

___ 0-5
___ 6-15
___ 16-25
___ 26-50
___ 51-100
___ >100

3. DOWNLINK USE

3. What is the downlink used for/by: (check all that apply)

- ☐ USC students (for credit courses)
- ☐ Other higher education students (for credit courses)
- ☐ continuing education
- ☐ adult programming
- ☐ children's/youth services programming
- ☐ teacher certification
- ☐ business & industry (local)
- ☐ other _____

3.5 Of the above you checked, for what function(s) is/are the satellite downlink used the most? (check one only)

- ☐ USC students (for credit courses)
- ☐ Other higher education students (for credit courses)
- ☐ continuing education
- ☐ adult programming
- ☐ children's/youth services programming
- ☐ teacher certification
- ☐ business & industry (local)
- ☐ other _____

3.6 Do you ever tape programming to then show at a later date?

Yes_____ No_____

4. PHYSICAL LOCATION

4. What is the location(s) of the satellite downlink? (check all that apply)

- ☐ main community meeting room
- ☐ board room
- ☐ small meeting room
- ☐ public area
- ☐ children's/youth services meeting area
- ☐ other _____

5. TECHNICAL SUPPORT

5. Do you receive adequate technical support from: (check all that apply)

- ☐ SCETV technical support staff
- ☐ internal technical support staff
- ☐ external (on contract) technical support staff
- ☐ county-wide technical support staff
- ☐ other _____

5.5. Please provide an example of good or bad customer service from one of the above.

6. TRAINING

6. If you attended the (date) satellite broadcast training on how to use your satellite downlink in your library, did you find it useful?

Yes_____ No_____

6.5. If no, what would you have changed about it?

6.6. What kind of training would you like to see provided for satellite downlink use in Public Libraries in SC?

- ☐ How to work with USC students (for credit courses)
- ☐ How to work with Other higher education students (for credit courses)
- ☐ How to locate continuing education opportunities offered via satellite
- ☐ How to provide adult programming opportunities for patrons
- ☐ How to provide children's/youth services programming for patrons
- ☐ How to provide teacher certification opportunities
- ☐ How to work with business & industry (local) to provide satellite downlink services
- ☐ How to schedule, staff, and plan for satellite downlink use at your library
- ☐ other _____

7. PROMOTION

7. How do you promote your satellite downlink? (Check all the apply)

- ☐ newspaper
- ☐ library newsletter
- ☐ web site
- ☐ local radio
- ☐ through friends group
- ☐ email/listserv
- ☐ bookmarks
- ☐ brochures
- ☐ to educational institutions
- ☐ other _____

7.5. What kind of promotion do you think SCETV should do about your downlink?

7.6. What kind of promotion do you think the SC State Library should do about your downlink?

7.7. What kind of promotion do you think the SC Partnership for Distance Education should do about your downlink?

7.8. Please provide any additional comments/issues/concerns regarding your satellite downlink system.

Thank you for completing this survey! Please return it to Dr. Curtis R. Rogers by October 14, 2003.

Appendix D

SC Public Library Satellite Downlink Information Sheet

This information will be posted to the South Carolina State Library web site in an area designated for SC Public Library Satellite Downlink Information

Library Name: _____

Downlink Contact Person: _____

Library Address: _____

Exact location of downlink (Room Number/Meeting Room Name(s)):

Contact Person Phone: __ (____) _____

Contact Person Fax: __ (____) _____

Email of contact person: _____

Hours of availability: _____

Comments/Special Instructions: _____

Please return this information sheet to Curtis Rogers at the South Carolina State Library (fax: 803-734-8676) or email curtis@leo.scsl.state.sc.us

Appendix E

TO: Public Library Satellite Viewing Sites
FROM: Carolyn Holderman, SCETV
RE: Technical Information for Viewing Public Library Downlink Training on March 28, 2003 at 10 am

March 17-21 - Before training date: Pick your day

- Be sure that your viewing site can receive the SC ETV digital signal. We ask that each site verify signal reception during this time.
 1. Make sure that if your unit has been unplugged from the wall and/or TV that it is plugged back in for at least 2 hours prior to use. This will allow the unit to 're-map' to the receiver.
 2. Set your TV to the Channel that is indicated by the installer on either the receiver or the VCR depending on how your system was installed.
 3. Turn on the unit and use the remote control to adjust the channel. You will be viewing the training session on Channel 319.
 4. If you have a VCR attached to the unit and TV, then it may need to be turned on too.
 5. If you plan to record the program, be sure the VCR is set in the "Cable Mode".
- Please call SC ETV Program Services at 1-888-761-8132 and ask a customer representative to verify that you are seeing an ETV signal. If you are having difficulties, we will help you. SCETV broadcasts on Channels 301-330 continually 24/7.
- We will check off your name and library once you have verified that you can view the satellite signal.

Friday, March 28, 2003 at 9:30 am Tune to SCETV on Channel 319. There will be a slide welcoming you to the Public Library Downlink Training and indicating that you are on correct channel. The actual training will begin at 10:00 am.

- Channel 319
- Call in phone number – (800) 737-2738 for questions
- Important: Call 1-888-761-8132 if signal problems

Room setup for your broadcast:

- Your TV monitor should be situated so that all participants have an unobstructed view of the program. Provide a speakerphone or a phone connection in the back of the room.

During the Question and Answer part of the class agenda:

- Your site may dial into our audiobridge – the number will appear on your television screen. It will be 1-800-737-2738. Turn the volume on the TV completely off and

listen through the speakerphone with the mute engaged or be sure the phone is away from the monitor audio. You will experience a delay in the audio from the telephone compared to the video from the television with this method. It does, however, prevent audio feedback during a program. It is important that the phone be away from any television audio or classroom noise in order to prevent disruptive feedback during the program

- When you dial the 800 number to connect with your program, you should hear a greeting and a "beep" indicating that you have successfully reached your conference. The instructor will hear the beep and ask you for your question. If there are others asking questions, you can still dial in and wait your turn to ask the question. It will be just like a live conversation.
- If you do not hear a beep and no one greets you, check the 800 number you have called. If it seems correct, redial once more. If you still do not connect with your call, hang up immediately and **dial 1-888-761-8132 for assistance.**

Appendix F

**SC Public Library Satellite Downlink
Training**

Friday, March 28, 2003.

10:00 a.m. – approx. 11:00 a.m.



Agenda

- Introductions & Roll Call – each site will be asked to call in so be sure to be near a phone if one is not in your meeting room where the TV is located.
- Site locations: <http://www.state.sc.us/scsl/lib/satellite.html>
- Basic Operation/Technology Questions
- What's available? How to use ITV web site.
- Parenting Skills
- College Classes
- Health and Medical Information
- How to promote – create a press release!
- Policy and Procedure issues/concerns
- Wrap-up

ETV Satellites, Usage, and Working with Your Community - Curtis Rogers

Discussion Points:

- Higher Education Classes

Do any of you currently have students using your downlinks? What issues/problems do you face?

- Adult & youth programming options

How can the downlink programming fit into library programming?

- How to get the word out

How many of you advertise the availability of downlink use? By using brochures to directly target groups?

- Collaborative aspects with local groups, businesses, etc.

What are the benefits of offering this service to local groups, businesses, etc.?

- Importance of developing a scheduling and/or planning calendar

Is anyone currently using a planning calendar for downlink usage by the public? If so, what is working well? What would you change?

- Importance of factoring in the use of your satellite downlink into current meeting room guidelines

Since your satellite downlink is not only a direct service of the library, but also a component of a meeting area, you may consider revising your meeting room policy to incorporate the use, coordination, and scheduling of your satellite downlink. Additional comments/suggestions?

The South Carolina State Library will be hosting a web site specifically devoted to Satellite Downlinks at SC Public Libraries. The web site will list each SC Public Library with downlinks, the contact person for scheduling, etc., and general information about the meeting room where the downlink is located.

Appendix G

How to use your SCETV Satellite Dish

Basic operation

Make sure that if your unit has been unplugged from the wall and/or TV that it is plugged back in at least 2 hours prior to use. This will allow the unit to 're-map' to the receiver.

Set your TV to channel 3

Turn on the unit and use the remote control to adjust the channel. SCETV broadcasts on channels 301-332.

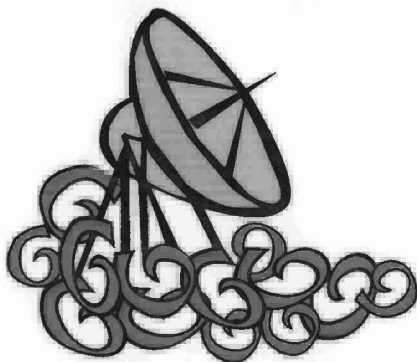
If you have a VCR attached to the unit and TV then it may need to be turned on too.

Programming options

Visit <http://www.itv.scetv.org/>

From this web site you can select from the broadcast schedule a listing of various programming options. The following resources offered by the Office of Instructional Technology are available on the SC ETV statewide satellite delivery system. All programs, K-12 and Staff Development, are included in these schedules. If you click on the Today's broadcast Schedule button, you will jump to today's broadcast schedule. If there are no ITV programs being broadcast today, you will go to the next day that has ITV programming. Programs include:

- Walter Edgar's Conversations on SC
- Book Talk: Short vignettes on award-winning books are presented to encourage students to read books previously nominated for South Carolina Book Awards. These segments are done by and with students to share their joy of reading.
- Shakespeare Shorts: These programs feature leading television actors approaching key roles in chosen scenes from five plays. The actors discuss the motivation of the major character in each scene, supported by clips from past television and film productions. The discussion is followed by a full performance of the chosen scene.
- NatureScene SC: This excellent series on natural history features locations in South Carolina. Rudy Mancke, SCETV's former director of science and nature programming, hosts each lesson. For individual lesson titles, catalog numbers, and lesson lengths go to www.itv.scetv.org/seriesinfo.



Additional Programming Resources and Information:

DESC.info

The goal of DESC.info (Distance Education South Carolina) is to provide quick and convenient access to the distance education resources of South Carolina.

DESC.info lists distance-delivered academic credit, continuing education unit, and non-credit courses, degree programs, and more from these South Carolina institutions:

- Public higher education institutions (including research universities, regional university campuses and technical colleges)
- Private higher education institutions
- School districts
- State agencies.

Listings include distance education opportunities delivered via:

- The internet
- Satellite
- Compressed video
- Cable
- Other forms of delivery that are independent of time and place.

At DESC.info, you may find a course to take in your own home on the Internet or a course that's live via satellite that you take at a convenient location; you may even find a hybrid course that combines several distance delivery methods. Technology enables you to select classes delivered in ways most convenient to you and meeting your educational goals.

TECHNICAL SUPPORT:

http://www.scetv.org/nts/satellite/satellite_support.htm

SC County Downlink Sites:

<http://www.scetv.org/nts/documents/downlink.htm>

Public Library Satellite Downlink Network:

<http://www.state.sc.us/scsl/lib/satellite.html>



Appendix H

Programming for September 11 Anniversary

ITV has scheduled special programming for September 11 and 12. The schedule includes repeats of PBS / SCETV and ITV programs that will interest students and adults. Please see notes listed below for rights and description information.

(original date of broadcast is listed in () after PBS programs – see notes below)

Date	Begin Time	Ending Time	Channel	Program Title
Sep. 11	8:00 am	8:57 am	303	*Religious Tolerance After 9/11
Sep. 11	9:00 am	10:58 am	303	*Naming the Nightmare: Journey Back from 9/11
Sep. 11	11:00 am	11:55 am	303	*Helping Students/Parents: Remembering 9/11
Sep. 11	12:00 pm	12:57 pm	303	Heroes of Ground Zero (9/9/02)
Sep. 11	1:00 pm	2:57 pm	303	Frontline: Faith & Doubt at Ground Zero(9/3/02)
Sep. 11	3:00 pm	3:57 pm	303	NOVA: Why The Towers Fell (9/10/02)
Sep. 11	8:30 am	9:25 am	318	*Helping Students/Parents: Remembering 9/11
Sep. 11	9:00 am	10:58 am	326	*Naming the Nightmare: Journey Back from 9/11
Sep. 11	11:50 am	12:05 pm	326	*AMERICA'S SPECIAL DAYS
Sep. 11	12:30 pm	1:30 pm	326	*WITN: Kids Ask About Terrorism
Sep. 12	8:00 am	8:57 am	303	Caught in the Crossfire (9/4/02)
Sep. 12	9:00 am	10:57 am	303	Frontline: War on Terror (9/8/02)
Sep. 12	11:00 am	11:57 am	303	Stranded Yanks (9/10/02)
Sep. 12	12:00 pm	1:27 pm	303	America Rebuilds (9/10/02)
Sep. 12	1:30 pm	3:27 pm	303	New Jersey Symphony: Requiem for September 11 (9/11/02)

Notes about special programming:

- 1) Rights: All programs listed above EXCEPT those marked with * allow one year educational use unlimited rights from original date of broadcast. The original broadcast date is listed in () by the title.
- 2) Descriptions for PBS programs can be found in the September edition of SCETV's SCENE magazine on page 12 and 13.
- 3) Rights/descriptions for programs marked with * are as follows:
 - **Naming the Nightmare** - Four parts are included in this two-hour program that is designed to help understand terrorism and the changing world: Part 1 - Terrorism, Part 2 - Understanding Islam, Part 3 - Waging War, Part 4 - People Who Keep Us Safe. Produced by What's in the News staff. (limited broadcast/off-air-record use through 12/31/02, no tape dup')
 - **Helping Students and Parents: Remembering 9/11** - Developed by the SC Department of Education, this hour-long program provides information on how to talk to children about 9/11. (unlimited rights)
 - **America's Special Days** -Program is about Flag Day and Citizenship Day. It is scheduled so the Pledge of Allegiance will happen at 12:00 noon. (unlimited broadcast/off-air-record use rights, but no tape duplication far as long as the series is listed as current in the *ITV Resources* book)
 - **WITN: Kids Ask About Terrorism** - Call-in program for students to join experts in discussing the changes brought on by the events of 9/11. (unlimited rights)
 - **Religious Tolerance After 9/11: South Carolina Perspectives** - Religious leaders from throughout our state discuss the aftermath of September 11. Moderated by Jesse Washington and Tom Fowler. (unlimited rights)

Appendix I

SCPLSAT Listserv!

Sponsored by: The
South Carolina State
Library

Public Library Satellite Downlink Information Web Page:
<http://www.state.sc.us/scsl/lib/satellite.html>

What is a Listserv®? A Listserv is a wonderful communication tool that offers its members the opportunity to post suggestions or questions to a large number of people at the same time. When you submit a question or something that you want to share to the Listserv, your submission is distributed to all of the other people on that list.

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**Send an email message to:
listserv@listserv.scsl.state.sc.us**

Leave the subject line blank.

**In the body of the message type this:
subscribe SCPLSAT yourfirstname yourlastname
(you will receive a welcome message after you subscribe)**